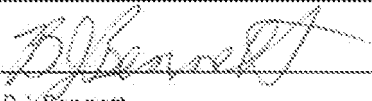


# AUTHORIZATION TO ACT IN A REPRESENTATIVE CAPACITY

In re Application of: Jeff S. Eder					
Application No. 09/940,450					
Filed: 8/29/2001					
Title: An automated method of and system for identifying, measuring and enhancing categories of value for a value chain					
Attorney Docket No. AR - 23	Art Unit: 3692				
<p>The practitioner named below is authorized to conduct interviews and has the authority to bind the principal concerned after review and approval by the Asset Reliance, Inc. IP committee.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 60%;">Name Registration</th> <th style="width: 40%;">Number</th> </tr> <tr> <td>William N. Hugnet</td> <td>44,481</td> </tr> </table>		Name Registration	Number	William N. Hugnet	44,481
Name Registration	Number				
William N. Hugnet	44,481				
<p>This is not a Power of Attorney to the above-named practitioner. Accordingly, the practitioner named above does not have authority to sign a request to change the correspondence address, a request for an express abandonment, a disclaimer, a power of attorney, or other document requiring the signature of the applicant, assignee of the entire interest or an attorney of record. If appropriate, a separate Power of Attorney to the above-named practitioner should be executed and filed in the United States Patent and Trademark Office.</p>					
SIGNATURE of ASSIGNEE (Asset Trust, Inc.)					
Signature					
Name	B.J. Bennett				
Telephone	(425) 483-4425				
Date	05/4/2007				
Position	President				